

HBCU Basketball Association & Delaware Valley Sports Federation INC

# FOR IMMEDIATE RELEASE:

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*"Major Merger Unveiled: The HBCU Basketball Association and Delaware Valley Sports Federation INC ProAM National City Tournament Join Forces in Landmark Partnership to take place in Las Vegas 2024."*

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[Watch our launch video](#)

## Press Release:

by BBK Branding Marketing and Management LLC



*"We are now not only a platform for players to showcase their skills but also a gateway to the broader world of sports, media, and entertainment."*

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*- Dr. Crystal Lee, an enrolled member of the Navajo Nation, Board Chair for the Las Vegas Indian Center, and Owner of two men's professional basketball teams in Mexico stated.*

[Las Vegas, Nevada DATE] – The HBCU Basketball Association (HBCUBA) is an incredible organization committed to fostering excellence with Historically Black Colleges and University basketball. The HBCUBA is thrilled to announce a revolutionary partnership with the Delaware Valley Sports Federation INC. This collaboration is poised to open doors and create remarkable opportunities for former HBCU basketball players and current HBCU students way past the hardwood and into the world of sports broadcasting. This initiative is fortified by HBCU Basketball Association's recent TV partnership with HBCU GO TV.

The ProAM annual National City Tournament in April 2024 will kick off a groundbreaking joint venture with the HBCU Basketball Association, promising an electrifying collaboration between top-tier talent and historically black colleges and universities. This partnership will create a thrilling and impactful basketball environment to help showcase the talent of HBCU Players as well as former journalism graduates as well as current internship opportunities!

HBCUBA's TV Division has a solid platform on HBCU GO TV on which to present exciting prospects from HBCU divisions of college basketball players through game coverage and entertaining sports television programming. All parties involved eagerly anticipate the benefits this partnership will bring to the world of HBCU sports and education opportunities.

(HBCU Go logo insert)

Kimberly Clark, Founder of HBCU Basketball Association, expressed her enthusiasm for this initiative, stating, ***"This joint venture is a remarkable step forward in our ongoing commitment to uplift and celebrate HBCU basketball talent. We believe that by integrating sports broadcasting into our ecosystem, we are empowering our athletes and students to pursue diverse career paths beyond the game."***

Dr. Crystal Lee, an enrolled member of the Navajo Nation, Board Chair for the Las Vegas Indian Center, and Owner of two men's professional basketball teams in Mexico. As being the first Native American woman professional team owner, her goal is to bring new visibility and inclusion to all communities who have been historically underrepresented. She stated, ***"The collaboration with Delaware Valley Sports Federation INC represents a pivotal moment in the history of HBCU basketball. We are now not only a platform for players to showcase their skills but also a gateway to the broader world of sports, media, and entertainment."***

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Tom Drakeford, Managing Partner and Founder of Delaware Valley Sports Federation INC, highlighted the significance of this partnership, saying, *"Our mission has always been to connect athletes and students with opportunities that transcend traditional boundaries. This joint venture aligns perfectly with our vision, and we are excited to embark on this journey with the HBCU Basketball association.*

*The joint venture aims to bring in sponsorship opportunities to sustain and expand this ambitious project.*

*(Insert HBCU Go TV quote)*

Brandon Bowers, Managing Partner and Founder of BBK Branding Marketing and Management LLC, also expressed his excitement, noting, *"BBK is proud to be a part of this initiative, and we are fully committed to executing it to the highest level possible. We believe in the power of partnerships and look forward to the impact we can create together connecting athletes and students with unique opportunities, transcending the boundaries of conventional sports. This partnership with HBCU Basketball Association represents a significant step in their mission to empower athletes and students as well as our company's commitment to our clients long term's successes as well as creating opportunities that just simply make sense."*

For media inquiries and sponsorship opportunities, please contact Brandon Bowers

**About HBCU Basketball Association:**

*HBCU Basketball Association is a leading organization dedicated to promoting excellence in Historically Black Colleges and Universities basketball. With a commitment to fostering the talent and potential of athletes, HBCUBA has now extended its horizons to include opportunities in sports broadcasting, opening up new avenues for HBCU students and players.*

**About Delaware Valley Sports Federation INC:**


*Delaware Valley Sports Federation INC is a well-established sports organization dedicated to the Basketball Association."*

**About BBK Branding Marketing and Management LLC:**

*BBK Branding Marketing and Management LLC is a leading branding and marketing firm that values the importance of strategic partnerships. Their involvement in this joint venture reflects their dedication to executing and elevating the project to the highest standards.*

**About HBCU GO SPORTS/TV:**

*(Insert background information here)*



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For more information, please visit:

[www.TheHBCUBA.com](http://www.TheHBCUBA.com)

[www.proam.delvalusasports.com](http://www.proam.delvalusasports.com)

[www.HBCUgo.tv](http://www.HBCUgo.tv)




BBK Branding Marketing and Management

Brandon Bowers

Brandon.Bowers@bbkbranding.com

(205-218-8392)



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“An Arena to Promote Activate Commerce Dealings.”

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1600 4th Ave W, Birmingham, AL 35208

